A Synopsis on

" A STUDY ON SERVICE MARKETING MIX WITH SPECIAL REFERENCE TO SELECT STAR HOTELS IN VIJAYAPUR CITY"

Submitted to:
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In partial fulfilment of the requirement for the award of degree of
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Submitted by :
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CHAPTER SCHEME

This study is proposed to be analysed and will be presented in five chapters

Chapter 1. Introduction and Design of the study – This chapter is introductory in nature and deals with statement of the problem, scope, objectives, methodology and limitation of the study.

Chapter 2. Review of literature – This chapter reviews elaborately and presents the previous studies made in the relevant area.

Chapter 3. An overview of service marketing mix and star hotels and the services provided by them by using 7 P's .

Chapter 4. Analysis and Interpretation – This chapter presents the analysis and the interpretation relating to the data collected from the both organization (hotel) and customers of the star hotels in the vijayapura city.

Chapter 5. Findings, Suggestions and Conclusion – This chapter is the summation of findings and offers suggestions for improving the services of the star hotels in the vijayapura city. A sound innovation has been made to sort out the problems and inconvenience of service sector.

INTRODUCTION

The economies of many countries the enormous increase in tourism of the 20th century has caused the hotel business to outgrow national boundaries and become global in character. Hotels are directly linked to and are integral part of many other economic activities. In particular the relationship between tourism and hotels is very crucial in a proper understanding of the role of hotels in the process of economic development of a state.

The STAR Hotel industry is a newly developing and growing service industry with huge potential in India for the decades to come. The hospitality industry has been portraying itself as a very significant service sector industry in the entire world. The Indian hospitality industry has recorded healthy growth , fuelled by robust inflow of foreign tourists as well as increased tourist movement within the country. Hotel industry is indispensable for the success of tourism. It is said , "No hotels no tourism ". The relationship between hotels and tourism can be expressed in 2 ways : a) firstly hotel industries provides the basic ingredients of the total supply of the tourism sector. b) secondly the bulk of business demand of hotel industry comes from tourism.Hotels are the vital and essential components of tourist industry. They are the key stone in the arch of global tourism. it brings people from all parts of the world and from all walks of life into a common vortex. The World Travel and Tourism Council estimated that in 2004 the tourism industry generated INR 6.4 trillion or 6.6 percent of the nation's GDP. It supported 39.5 million jobs, 7.7 percent of its total employment. The sector is expected to grow at an average annual rate of 7.9 percent from 2013 to 2023. This gives India the third rank among the countries with the fastest growing tourism industries over the next decade. According to provisional statistics by Ministry of Tourism, Govt of India 6.84 million foreign tourists arrived in India in 2015.

STAR hotels have become very important in the development of country's economy as most of the International tourists and high profile domestic tourists stay in these Hotels, and demand for service quality in these Hotels ought to be matched with the international standards. Thus, it is time to take a closer look into how all these star hotels satisfy their local national and international customers by using 7P's of service marketing mix.

SERVICE MARKETING MIX

Service marketing mix refers to the combination of marketing activities an organization engages in to promote and sell intangible services as opposed to tangible products.

For hotels, successful marketing depends on addressing a number of key points. These include ; what a company or a industry like a hotel is going to produce; how much a hotel is going to charge; how that particular hotel is going to deliver its products or services to the guests; and how it is going to tell its customers about its products and services. Traditionally , these consideration were known as the 4P's of the hotel industry namely viz., Product, Price, Place and Promotion. As marketing became a more sophisticated discipline in the hospitality industry, a fifth 'P' was added and implemented-People. And recently, two further P's were added, mainly for service industries – Process and Physical evidence. These consideration are now known as the 7P's of service marketing in the hotel industry and sometimes referred to as the marketing mix of the hospitality industry.

STATEMENT OF THE PROBLEM

The govt and other organizations stated that city faces several problems such as load shedding, irregularities in distribution of ration under Anna bhagya scheme, long pending projects such as underground drainage, supply of 24x7 drinking water and improvement of the tourism sector. The city is not so developed compare to other districts .people of vijayapur facing so many hurdles like not getting employment opportunities, lack of knowledge , people belongs to poor family, poor life style, low spending habit lack in using technologies not getting proper platform to showcase their talent.So this study mainly focuses on hospitality industries like Star hotels of vijayapura city. The main motto of this study is to know how selected star hotels attract local national and international guests by providing quality products and services in an effective and efficient manner through using service marketing mix startegies i.e. 7P's of service marketing. Study states how star hotels are attempt to understand people's mindset about choosing a particular hotel? How they will provide employment opportunities for localites,, How they are applying all the 7P's to their hotel industries to attract existing current and potential customers.

IMPORTANCE OF THE STUDY;

The concept of Service Marketing Mix is found to gain an important place in the marketing management of Hotels. Coming with new innovative technologies and serving high class facilities in the Star Hotel service is made which have been opening new doors for competition.

The Vijayapura district is also known as Bijapur district, it is well known for the great monuments of historical importance built during the Adil Shahi dynasty. The Vijayapura district is one of the most beautiful tourist spots specially in north Karnataka and is attracting a lot of foreign tourists as well as domestic tourists. The study makes an attempt to understand the concept of 7P's of service marketing mix with special reference to all the selected Star hotels of vijayapura city . instance the study states that how all selected Star hotels applying the 7P's and inculcate or practice all these 7P's to satisfy their customers.

CONCEPT AND DEFINITION

Marketing – According to W.J. Stanton, "Marketing is a total system of business activities designed to plan, promote and distribute want satisfying goods and services to present and potential customers"

Hotel – Hotel is a place where a traveller can receive food and shelter, provided he can pay for it. It is also known as the accommodation industry and hospitality industry. Here hotel represents only boarding and lodging hotels.

Motels – A hotel intended primarily for those travelling by car, usually, with easy access from rooms to an area for cars.

Boarding – The provision of regular meals when one stays somewhere, in return for payment or services.

Suite – A single room with a drawing room, bedroom and there may be a dressing room with colour TV (DVD player), STD facility, refrigerator, fruits and chocolates.

Commercial Hotels – Commercial hotels cater mainly to business clients and usually offer room services, coffee shop, dining room, cocktail lounge, laundry and valet services as well as access to computers and fax services.

Conference Centres – Conference centres are designed to specifically provide meeting space. They provide all services and equipment necessary to handle conventions.

Economy Hotels – Economy hotels provide a limited service and are known for clean rooms at low prices, meeting just the basic needs of travellers.

Suite or All suite Hotel – Suite or all Hotels are hotels which offer spacious layout and design. Business people favour such setting that provides workspace and entertainment arena along with separate bedroom.

Residential Hotels – Residential hotels used to be very popular. A typical residential hotel offers long term accommodations.

Resort Hotels – Resort hotels are the planned destination of guests, usually vacationers. This is because resorts are located are located at the ocean or in the mountains away from inner cities. Resort hotels may offer any form of entertainment to keep their guests happy and busy.

Inns – These are smaller in size and ideal for people travelling on a small budget.

Lodging – Lodging are collective structures in which people are housed temporarily.

Check-in – Registration formalities made, on arrival at the hotel.

Check-out – Departure formalities made, before leaving the hotel.

OBJECTIVES OF THE STUDY

1. To analyse the demographic profile of the respondents of select star hotels in vijayapura city.
2. To evaluate the factors influencing to choose star hotels for their holiday visit.
3. To understand the level of satisfaction of the customers towards service quality renderd by select star hotels in vijayapura city.
4. To compare the service quality dimensions among select star hotels in vijayapura city.
5. To analyze the 7P's of selected star hotels of vijayapura city.
6. To offer suitable suggestions to improve service performance of the select star hotels in vijayapura city.

HYPOTHESIS OF THE STUDY

1. There is no significant association between demographic profile of the customers and selecting a particular star hotel in vijayapura city.
2. There is no positive influence of all the 7P's of service marketing mix on all kind of customers.

3. There is no significant association between demographic profile and level of satisfaction of customers towards service marketing mix of selected star hotels in the vijayapura city.

RESEARCH METHODOLOGY

Area of study ; the research study is confined to the vijayapura city. Hence , the overview of the study may not hold good for the entire universe. The findings of this study are applicable to the general people. Nearly 600 customers would be taken as respondents for this study including both organization employees and random customers of the selected hotels. The study does not include the entire star hotels of vijayapura city. Only 2 star, 3 star, 4 star, and 5 star hotels are taken for the study. This study specifies the of 7P's service marketing mix and the opinion of the consumers may not be true at all the times. The respondents would be chosen from all around the city, and thus sample selection will be carried out randomly and may not represent the entire population.

REVIEW OF LITERATURE

1. Ali, M.S. Ishar, Kaldeen , Mubarak (2017) **:** This study i.e " Impact of Marketing Mix Strategies On Performance Of Tourist Hotels In the Eastern Province, Sri Lanka." Stated that investigating the impact of marketing strategies on marketing performance of tourist hotels. Applying all the 7 ps to the tourist hotels and giving suggestions that hotel management need to be more customer focused because hotel sectors became highly competitive with increasing number of chain hotel entering into the market.

2. Dr. Shreya Bhargav (2017) : With the title " A study on marketing mix of hospitality industry" the author studied , getting insight of marketing factors associated with hospitality industry and trying to improve customer satisfaction and their loyalty using marketing mix strategies.

3. Moreno Somocor (2017) : The study " Marketing mix and service quality (servqual) attributes as determinants of customer satisfaction in selected three star hotels in Davao city." this study focused on satisfying customers using 7 Ps of service marketing mix and service quality dimentions i.e SERVQUAL model. The study concludes that there is a significant relationship in marketing mix an service quality dimensions to satisfy customers.

4. Gatot Wijayanto (2015) : " The Effect of Service Marketing Mix in choosing the decision to consumer services Hotel ; studies in Hotel Grand Zuri Pekanbaru ." this study focused on the aims to know consumer decision in selecting Grand Zuri Hotel and applying service marketing mix strategies to know the customers decision in selecting particular hotel. The response from the customers is good in selecting the hotel. Results of the research can be given advice to Grand Zuri Hotel in order to maximize the price quote, standardized human resources and maximize the quality of physical evidence to be able to increase its influence on the decision to select Grand Zuri Hotel.

5. Bestoon Othman, Amran Hurun, W Rashid, Safdar Nazeer, K Kadhim (2019) : The aim of the study is to identify the relationship between service marketing mix and customer's loyalty towards Umrah travel agents in Malaysia. The study focused on customers preferences, tastes, and needs to maintain long term relationship with customers with the help of using 7 Ps of service marketing mix. The results showed in this study is that service marketing mix played vital role in maintain good and long lasting relationship with customers.

6. Priyanka Singh, Harit Kumar (2015) : with title " A Study of Hospitality Marketing Mix with reference to Indian hotel industry ." in this study they mentioned the objectives to explore marketing practices in the hospitality industries. This study states that adopting innovative strategies by Indian hotel industries to sell their services and try to expand marketing process with the help of 7 Ps. The study also focused on internal customers of the Indian hotel industry need a special attention as they are the main core component of service delivery. The study states that effectiveness of the service delivery is depend upon the internal customers so they need to go training to remove the lacuna while delivering the services.

7. Ghasem Abedi , Ehsan Abedini (2017) : The research work was done on " Prioritizing of marketing mix elements effects on patients tendency to the hospital using analytical hierarchy process." This study aimed to prioritize the marketing mix elements effects on patient's tendency to the hospitals. The study focuses on both patients and experts viewpoints based on ranking system regarding private hospitals and public hospitals. The result of this study is to placing the 7 Ps in grade first to seventh respectively using analytical hierarchy process (AHP).

8. M Siakalli, A M asouras, C Papademetriou (2017) : The study on " e- marketing in the Hotel Industry : Marketing Mix Strategies." The purpose of this study is to investigate the internate marketing strategies and practices that are used in the hotel industries. This study examines traditional marketing mix i.e 4 Ps (product , place, price, promotion)

9. Jawdat Jaafar Khatab, Ezat Sabir Esmaeel, Bestoon Othman (2019) : The study is on " dimensions of service marketing mix and its effect on customer satisfaction : A case study of International Kurdistan Bankin Erbil city- Iraq. This study identifies the relationship between the service marketing mix of banking service and customer satisfaction from international Kurdistan bank. This study concluded that people giving more importance to physical evidence and process in their service delivery.

10. Ala'Eddin Mohammad Khalaf Ahmad1 , Abdullah Ali Al-Qarni1 , Omar Zayyan Alsharqi1 , Dalia Abdullah Qalai2 & Najla Kadi1 (2013) In their study titled " The Impact of Marketing Mix Strategy on Hospitals Performance Measured by Patient Satisfaction : An Empirical Investigation on Jeddah Private Sector Hospital Senior Managers Perspective." Conclude that hospital managers might benefit more by placing more emphasis on an integrated services marketing mix strategy and recognizing the patient satisfaction . The result shows that five out of seven variables are significant (health service, promotion, physical evidence, process and personal strategies) This research contributes to the academic and practical knowledge as being one of the first attempts to investigate empirically the impact of the marketing mix strategy on patient satisfaction.

11. Hilal M. I. M. (2009) The effects of services marketing mix elements on brand equity and customer response to tourists hotels in the east coast of Sri Lanka. Suggests that people, process, physical evidence and marketing communication elements have an effect on the brand equity and in turn positively influence the customer response towards the hotel. Findings also suggest that brand equity of these hotels in partially mediating between extended marketing mix elements and customer response to the hotels. However, marketing communication is not significantly contributing to brand equity. Hoteliers in the region can performance as it also contributes to the customer responses towards hotels.

12. Das Saumendra, A.S.C. Patnaik and Prasanta Kumar Padhy (2010) : Titled with " Promotion of Hospitality Service by Visitors Relationship Management in Indian Hotel Industry & its Analysis by Seven P's of service Marketing Mix." Concludes In hotel industry, the touch points may be reservation , check-in and check – out, frequent stay programmes, room service, business service, laundry service, restaurants and bars etc. Some time the touch points like customer billing and reception service etc. Which we least expect may make any difficulty. Here the question may arise, can the hotel industry promote its service with the use of Visitors Relationship Management (VRM). Since the hotel industries are the part of service, VRM analysis has been presented by using seven P's of service marketing mix.

13. Bagher Asgamezhad Nouri & Milad Soltani (2015) : " Evaluating the Effect of Tourism Marketing mix on Buying Holiday Homes in Cyprus." Concludes the results of the study showed that all elements of tourism marketing mix including product, price, promotion, place, physical environment, process and people have had a significant and positive impact on the tourists decisions to buy holiday home in Cyprus.

14. Bahman Saeidi Pour, Kamran Nazari and Mostafa Emami (2013) : " The effect of marketing mix in attracting customers: Case Study of Saderat Bank in Kermanshah Province." Concludes the population used in the study is the customers of Saderat Bank in Kermanshah Province, with at least one account, interest – free loans and savings. It was established that factors in the marketing mix have a significant positive effect in absorbing customers. That means the bank has a significant positive effect by using the service marketing mix.

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15. Fenech, Lisa (2011): " Applying the marketing mix to segmentation strategies in a five star hospitality industry." Results show that there are significant differences among the consumer segments identified. The questionnaire results show that the leisure segment has a better perception of the service quality of five-star hotels than the business segment. Top management interviewed claimed that the needs of the two segments are also very different.

16. Anyapak Prapannetivuth (2007) " The Marketing Mix in Small Sized Hotels : A Case of Pattaya, Thailand." The research suggests that seven marketing mixes (e.g. Product, Place, Price, Promotion and Process) were commonly used by these hotels, however, three types-people, price and physical evidence were considered most important by the owners.

17. Sayyed Ali Yahyazadeh (2015) " Service marketing mix and customer satisfaction of hotel in Johor Bahru." The results of this study shows all the 7 P's marketing mix components has a positive relationship with the customer satisfaction and, among the marketing mix components, product has the largest impact on customer satisfaction.

18. Ronakraeesi (2013) : The effect of Marketing Mix On Guest Satisfaction And Guest Retention In Five Star Hotels ." The results of the study shows all the 8 P's of marketing mix components has a positive relationship with the satisfaction and , among the marketing mix components, service or product has the largest effect on satisfaction.

19. Wachira, Lucy Wangui (2019): " Marketing Mix And Growth of Selected Hotels In Nyeri Country, Kenya." The objectives are to assess the effect of the 4 P's namely, price, product, place, as well as promotion on the growth of selected hotels in Nyeri country. The result indicated that price, product, and promotion had positive and statistically significant effect on hotel growth while place had positive but statistically insignificant effect. The study recommends that hotels should review their prices and ensure that quality is paramount in setting prices. In addition, hotels should come up with criteria that should ensure communication reach all the potential customers effectively.

20. Ida lianti (2012) : " The Relationship Between Marketing Mix And Customer Decision-Making Over Travel Agents : An Empirical Study." The aim of this study is to investigate the relationship between the 4 P's, namely price, promotion, place, and product, and customer decision making over travel agents in Palembag, Indonesia. The results revealed that only product and price were associated with customer decision making over travel agents.

LIMITATION OF THE STUDY

1. This study is restricted to only 2 star, 3 star , 4 star and 4 star hotels in the vijayapura district of Karnataka.
2. A study of a representative sample of general users can vary.
3. The findings of this study are applicable to the general people.
4. The overview of the study may not hold good for the entire universe.
5. The customers are widely scattered around the district and so the sample selection was done randomly it may not represent the entire population.

RESEARCH GAP

The review of literature contains the list of previous studies on service marketing mix and even there are a very few reviews found on all Star hotels and luxury hotels of various regions and various sectors . But there is no specific research or studies on service marketing mix in Star Hotels of the vijayapura city in Karnataka. All the studies reviewed related to the cost benefit analysis, customer satisfaction, internet marketing practices using 7 P's , service quality analysed. There is no research investigation is undertaken from tourist's point of view regarding the service marketing mix applied by all star hotels of the vijayapura city in Karnataka. Therefore it has become imperative to study the service marketing mix on selected star hotels of the vijayapura city from the perception of the customers of the Star Hotels

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